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Pot-Grown
Strawberry
Plants



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Department of Agriculture

1936

Lowett's
NURSERY, Inc.
Little Silver,
N.J.

Introduction

ONCE again the time has come for all of our old and new customers to take advantage of our Midsummer Bargains in Pot-grown Strawberry plants. Being pot-grown, these carefully selected plants may be put into almost any type of soil at any time from Midsummer to Midfall, with complete assurance of success. Bigger in crop and berry than are the usual "layer" plants, these gems of the garden produce worldwide satisfaction. All of the favorites, old and new, are here listed, and each variety is a ruler of its bearing period, so that you take no gamble when you select your Strawberries from our Midsummer List.

Easy to Grow

Strawberry plants are easily grown, adapting themselves as they do to a great variety of soil and climatic conditions. Even in Alaska, Strawberry growing is on a large, commercial scale, and in our own temperate zone, they will give excellent results in any substantial garden soil, clay or loam, that holds an abundance of humus or other quickly available plant food.

Your Home Garden Needs Pot-grown Strawberries

The heat and dry weather of late Summer ordinarily keep back the struggling field-grown layer plants. Our Pot-grown plants are much more practical for home culture, since they have been developed in their own soil, under the best possible growing conditions, and since the extensive and fibrous root growth has been so long established that the plants will get no shock when transplanted, and are, therefore, able to withstand the most severe conditions and to produce mammoth crops the very first season.

Other Pot-grown Strawberry Advantages

Through years of experimenting, Strawberry growers have become convinced that pot-grown plants will produce larger crops of larger berries than will the field-grown layer plants, excepting when the planting is done in early Spring.

You should, however, exercise care in the selection of varieties. Therefore, provide for fresh Strawberries from early Summer until late Fall. For the home garden at least three varieties should be planted, one of which should be an early bearing sort, another which bears its fruit in mid-season, and third, a late fruiting sort, and a dozen or more plants of each variety should be selected to judge the merits of each sort.

Fall or Everbearing Strawberries

If planted early in the season, this class of Strawberries can be depended upon to produce fruit during the Fall months of the same year.

Planting Time

For best results, pot-grown plants should be planted from July 20th to October 1st, preferably by the first of September.

Pre-planting Instructions

Upon the arrival of your plants, unpack them at once, and place them in a shady spot, sprinkling them lightly with water. As evening approaches, take them where the ground is prepared to plant, and just before putting them in this ground, dip each root ball in a pail of water.

Preparation of Soil

The bed for your plants should be dug and thoroughly cultivated to a depth of 12 to 14 inches. Incorporate with the soil rotted leaves or well rotted manure of any kind (fresh manure should be avoided, since it usually holds grub worms). After cultivating the bed, scatter Bonemeal at the rate of 100 lbs. to each bed (15x50 feet), raking it well into the surface.

Where to Plant

In the home garden plants should be set in rows 2 feet apart with the plants 1 foot apart in the row. For the first 2 or 3 days after these plants have been set out, it will be well to shade them in some manner during the hottest part of the day. They should, however, get a minimum of six hours of sunshine, which minimum must be kept in mind when Strawberry beds are located.

A Bit of Care Is Essential

The most important rule for success is to keep weeds out of your garden. Go over the Strawberry bed once a week with a good sharp hoe, which will not only cut these weeds, but will also loosen your soil, preserve moisture and stimulate growth. When Fall frosts approach, the plants should be mulched with coarse manure. Care should be taken that only a light covering be applied and the covering should never consist of wet or otherwise heavy material.

Facts Our Customers Should Know

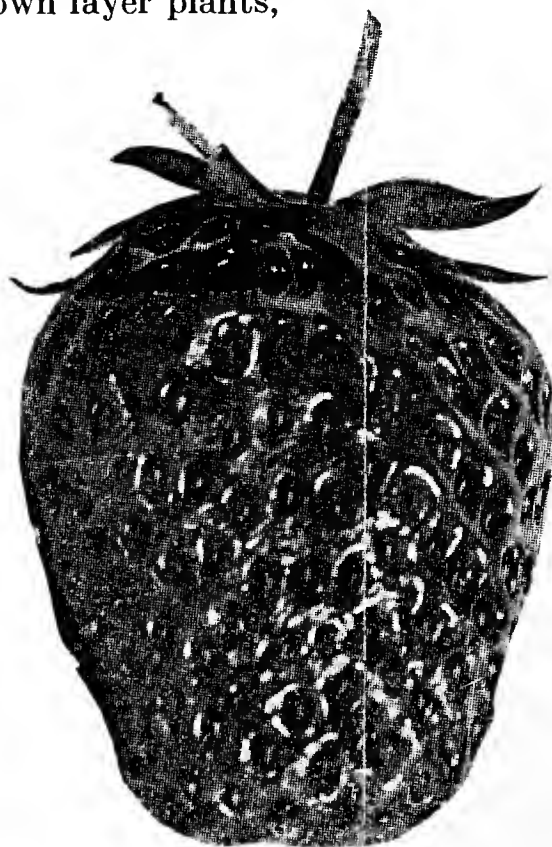
Shipments should be made by express, or in small lots by parcel post—never by freight.

Prices in this circular include packing and delivery to forwarding agents, our control ceases there and our responsibility also.

Orders of less amounts than \$1.00 cannot be accepted.

Payments should be made in advance, though we will ship C.O.D. if 25% of total of the order is forwarded with the order.

Please send us your orders as early in the season as possible, so that we may fill them in a way that will be most satisfactory to you.



Premier (See page 4)

June Bearing Strawberries

Pot-grown Plants, \$1.00 per dozen, \$6.00 per 100, except where noted

Add 10 per cent to your remittance if shipment is desired by Parcel Post

On orders calling for 500 plants or more of any one variety or several varieties (not less than 50 of a kind) we will grant a special discount of 10 per cent from our 100 rates



Success

VERY EARLY SORTS

BLAKEMORE. Attractive berries which hold their shape and color well, and are probably the best of all Strawberries for canning. Simply delicious, red clear through, this sort ripens a week ahead of Premier. Firm enough for distant shipment.

EARLY JERSEY GIANT. Rich in aroma, and with a mild, lovely flavor, this Van Fleet Hybrid Strawberry is among the largest of the very early quality berries. It has long been featured by our firm, and is unquestionably one of the finest varieties ever introduced.

Pot-grown Plants, \$1.25 per dozen, \$7.50 per 100.

HOWARD NO. 17. Identical with "Premier."

PREMIER. Big crops of berries, uniformly large, bright red, of high quality, on a frost resistant plant. Good in dry weather, and succeeds nearly anywhere, with an extra long picking season. Premier led the early berries for 15 years, until the introduction of Dorsett.

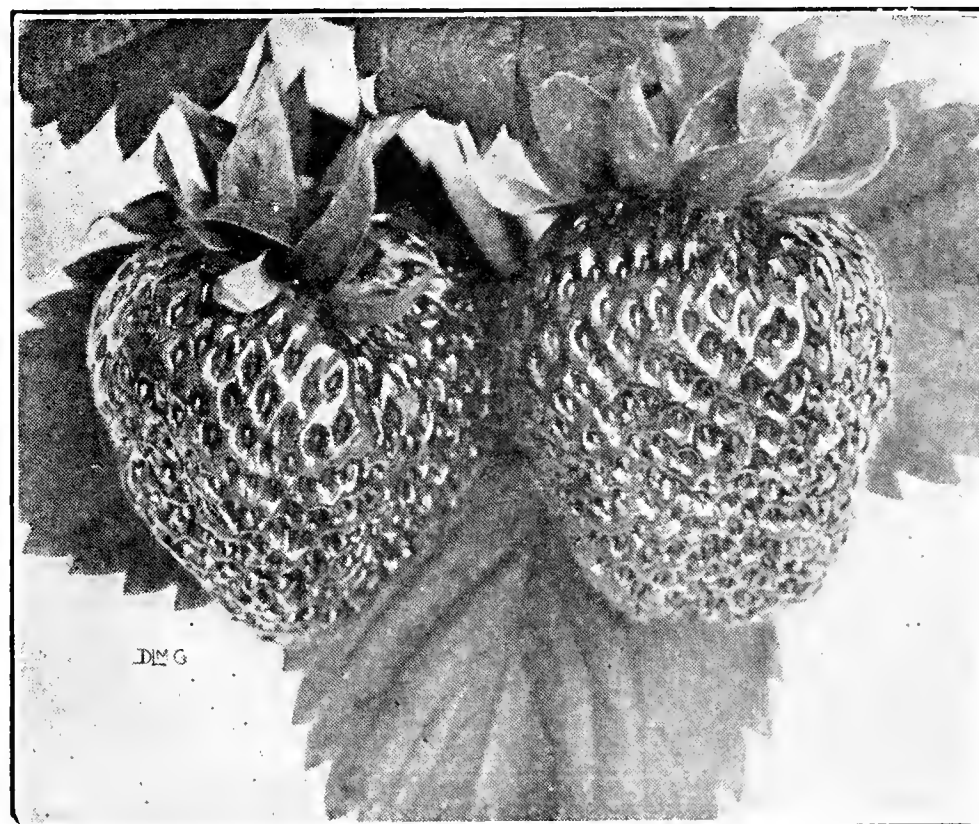
SUCCESS. Too soft for shipping to distant markets, this very early Strawberry is excellent for the home garden, being productive of sizable, quality fruit.

Dorsett

To duplicate the flavor of this marvelous origination of the United States Department of Agriculture, we must go to the wild Strawberries of our childhood, the taste of which we thought could never be equaled. Since the introduction of this delicious berry, it has swept the country in an ever rising popularity, which has been more than justified. Berries are large, firm and shapely, appearing in amazing quantities on a healthy, frost resistant plant. They are produced with the very earliest, and under favorable conditions will bear until the latest June-bearing sorts are gone. But all of its other lovely qualities are dwarfed by its simply perfect flavor, whether eaten raw, or in pies or preserves. Each new purchaser immediately becomes a publicity agent for Dorsett, the most valuable addition to the Small Fruit garden that the decade has witnessed.

Pot-grown Plants

\$1.25 per dozen, \$7.50 per 100

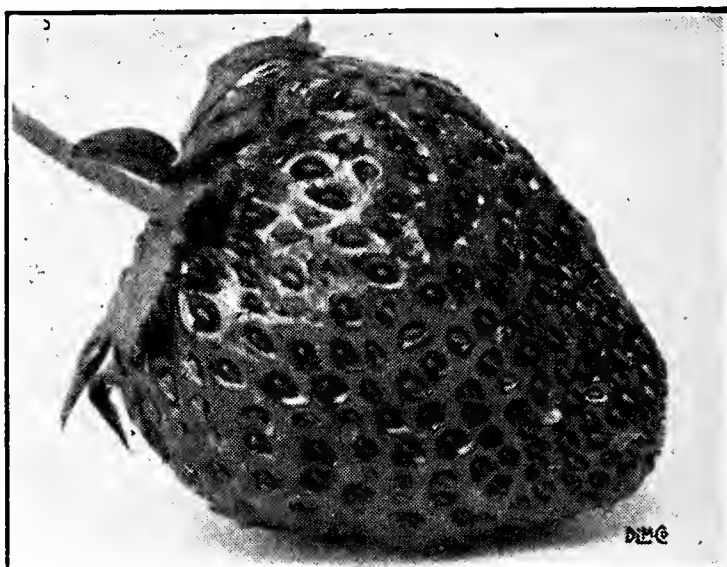


Dorsett—The Super-Berry

*Pot-grown Plants, \$1.00 per dozen, \$6.00 per 100,
except where noted*

EARLY TO MIDSEASON SORTS

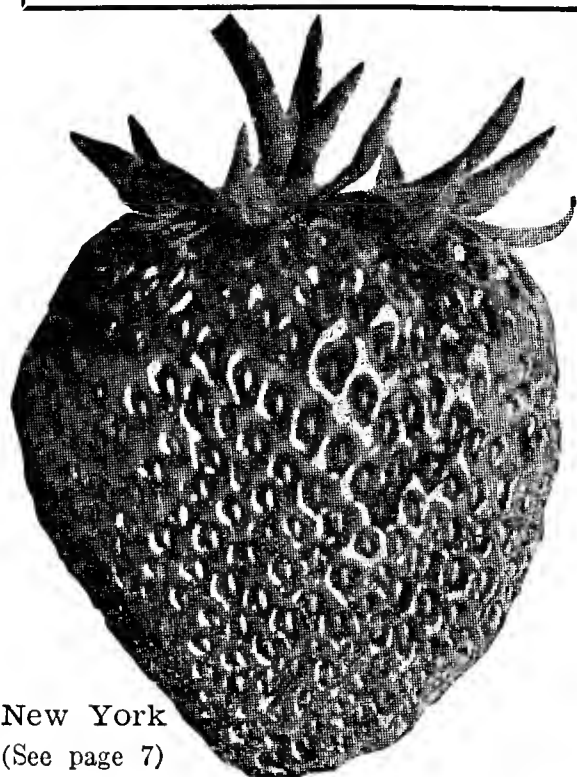
BUN SPECIAL. An improvement on Senator Dunlap, with larger crops of bigger berries, ideal for marketing purposes.



Fairfax

The triumph of sophisticated berry flavor. Not content with the domination of the extra early market by that super-berry, Dorsett, the United States Department of Agriculture brought forth Fairfax to rule over the second early sorts. Over a long fruiting season on nearly all soils, Fairfax bears many big, plump, solid berries, which ripen evenly to a deep red, and hold their firmness and flavor splendidly. These berries are simply perfect for distant shipments, and keep remarkably well. The flavor of Fairfax Strawberries is indescribable, being the most refined in richness and sweetness yet introduced. Many prefer it to the wild-Strawberry tang of Dorsett—but buy both and take your own choice, for both are closer to perfection than is any other Strawberry yet introduced.

Pot-grown Plants
\$1.25 per dozen, \$7.50 per 100



New York
(See page 7)

MARSHALL. A Strawberry aristocrat which needs a bit of care to produce its gigantic berries, dark glossy crimson in color and delectable in flavor. Best when planted north of Philadelphia, delighting in cool, fairly heavy soil.

SENATOR DUNLAP. Still our country's most popular Strawberry, with a huge crop of sizable, shapely, delicious fruit, red clear through, and firm for distant shipment, over a wide range of soils and climates, for a long period. A perfect canning berry.

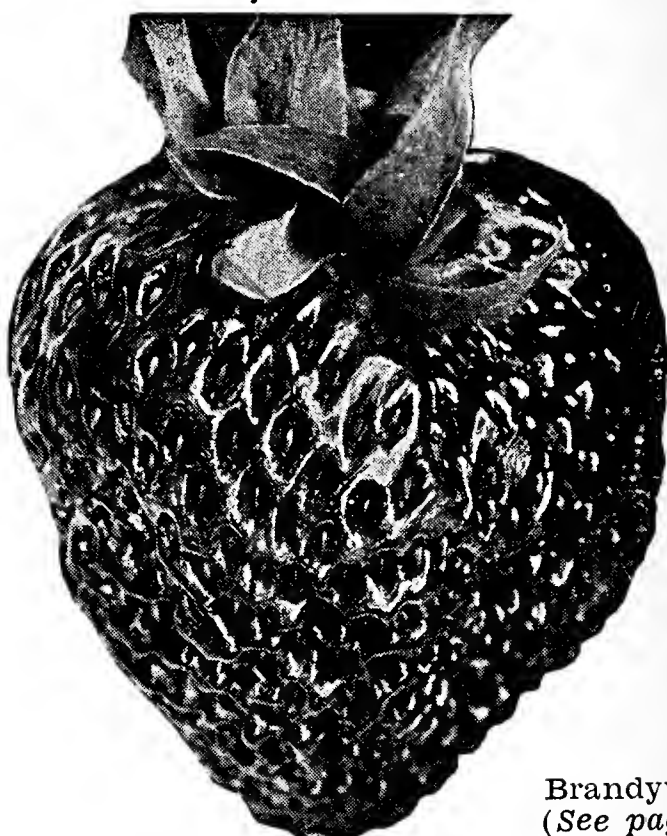
Lovett's Nursery, Inc.
LITTLE SILVER, N. J.

Enclosed find sum or _____

 **Add 10 per cent for postage on goods to be shipped by Parcel Post. If more than is needed is sent, the surplus will be promptly returned.**

(Over)

*Pot-grown Plants, \$1.00 per dozen, \$6.00 per 100,
except where noted*



Brandywine
(See page 8)

MIDSEASON SORTS

ABERDEEN. Mammoth crops of big, attractive berries, light red in color. Excellent berry for the home garden.

CATSKILL. A new sort, with a terrific yield of dazzling red fruit, very attractive, and holding its size well until the end of the season. Fruit is of high quality.

Pot-grown Plants, \$1.25 per dozen, \$7.50 per 100.

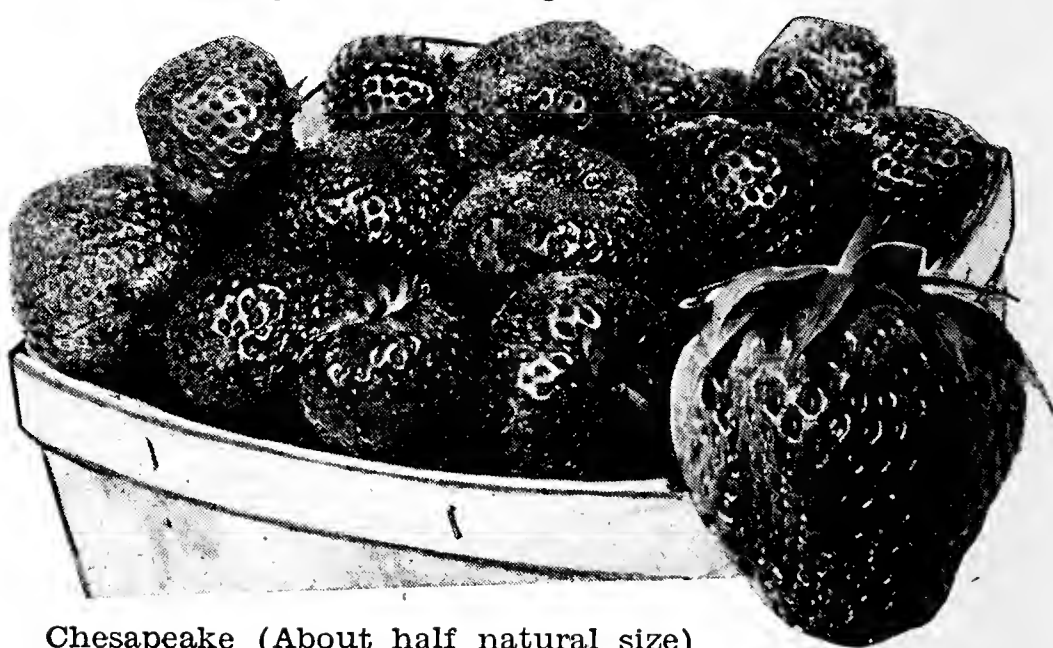
CORSICAN. Identical with "New York."

GLEN MARY. An old favorite in the East, with gigantic, deep red berries and prominent golden seeds. Juicy, sweet and rich. Should be planted near some other variety for perfect pollenization of its flowers.

HUNDRED DOLLAR. Identical with "New York."

McKINLEY. Identical with "New York."

NEW YORK. Good all-around midseason variety, with big, colorful, tasty fruit. Has long ruled the midseason market.



Chesapeake (About half natural size)
(See page 8)

*Pot-grown Plants, \$1.00 per dozen, \$6.00 per 100,
except where noted*

MIDSEASON TO LATE SORTS

BRANDYWINE. A standard old favorite with a multitude of dark red berries, large and firm, over a long bearing period. Flavor is delicious, being sweet, but not cloyingly so. Best on high, well drained soil.

CHESAPEAKE. This variety has long been the leader of its bearing period, always producing big crops of uniformly large berries in almost any soil and in any climate. Berries are dark, bright red in color, and deliciously mild and sweet in flavor. A profitable berry, firm and lasting.

Pot-grown Plants, \$1.25 per dozen, \$7.50 per 100.

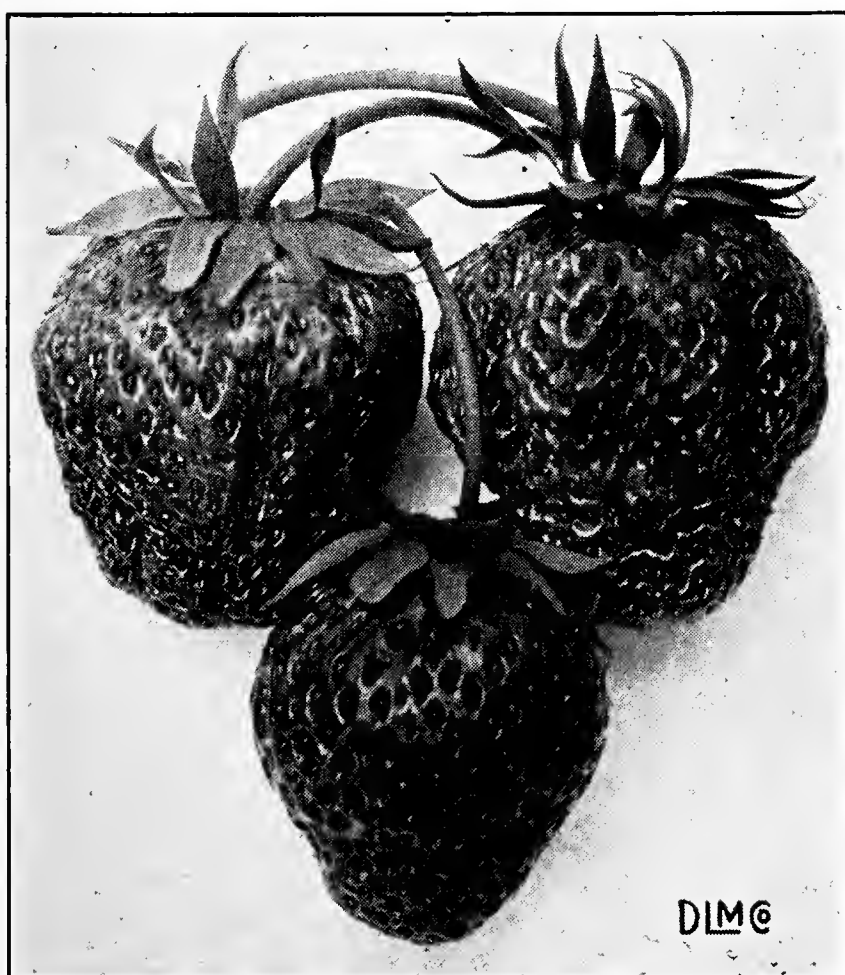
JOE (BIG JOE). This old favorite bears big crops of large attractive fruit, on practically any soil, with almost no care. The delicious fruit is profitable for nearby markets, being firm, and having no green tips.

WILLIAM BELT. A perfect Strawberry for the home garden, with a big crop of huge berries, brilliant red and with a lovely flavor. A reliable old favorite.

LATE SORTS

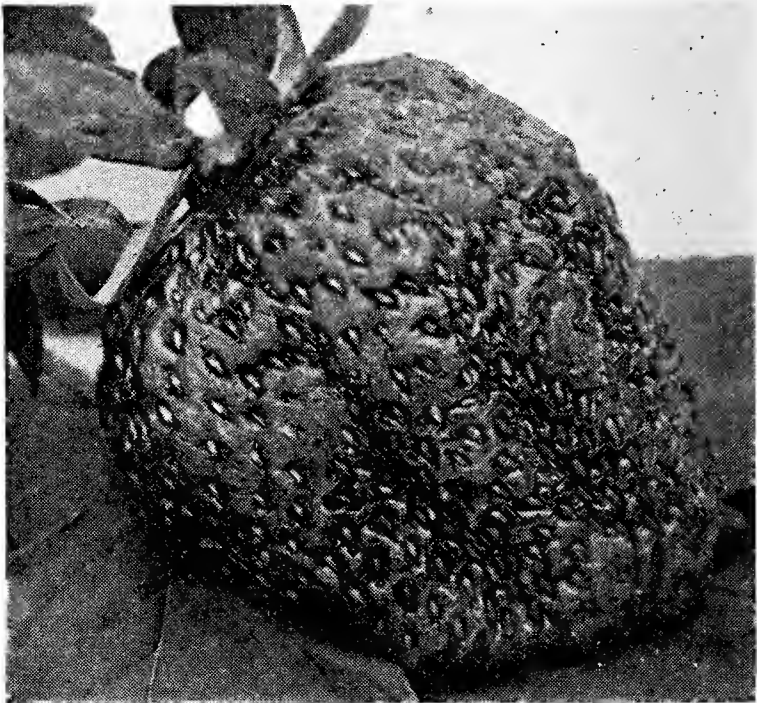
BIG LATE. A heavy producer of delicious, big, shapely berries, held well away from the ground. Firmness makes it a good shipper, and it keeps well.

Pot-grown Plants, \$1.25 per dozen, \$7.50 per 100.



Gandy—Ideal for late marketing (Greatly reduced)
(See page 9)

*Pot-grown Plants, \$1.00 per dozen, \$6.00 per 100,
except where noted*



Lupton—A “Show” Strawberry

LATE SORTS--*Continued*

GANDY. Latest of berries on our list, this profitable old favorite bears a huge crop of big, bright flame colored fruit, shapely, attractive and delicious. Good for canning and probably the firmest of Strawberries for shipping.

LUPTON. Produces many mammoth berries, bluntly conical in shape and the handsomest Strawberries of their season. Commands top prices in the market.

NEW WASHINGTON. Sometimes called the “Honey Sweet” Strawberry, this recent introduction is a terrific yielder over a long period, with big, firm, delicious fruit, if given care.

Pot-grown Plants, \$1.25 per dozen, \$7.50 per 100.

SHARPLESS. An old favorite, with many big berries of surpassing high quality on almost any type of soil.

Special Collection for the Home Garden

These carefully selected varieties are the best of their seasons. They will bear delicious fruit throughout the late Spring, the Summer, and the Fall.

Dorsett. Most delicious early berry.

Catskill. Best midseason.

Lupton. Most popular late sort.

Mastodon. Tastiest everbearer.

*12 plants of each sort (48 in all) \$4.25
(For plot 8 x 12 feet)*

*25 plants of each sort (100 in all) \$7.50
(For plot 10 x 20 feet)*

*50 plants of each sort (200 in all) 14.00
(For plot 20 x 20 feet)*

Everbearing Varieties

To lengthen your Strawberry season until late Fall.

EMPIRE ALL RED. This Canadian everbearer does remarkably well in the northern part of our country, producing many big, delicious berries all Summer and Fall. A splendid canning sort, retaining both shape and color. Firm, attractive, hardy fruit.

Pot-grown Plants, \$2.00 per dozen, \$12.00 per 100.

GEM. Recently introduced, Gem is a heavy yielder of uniformly large Strawberries, a bright sparkling red in color. These berries are solid red clear through and their flesh is remarkably juicy, sweet, and acid free. They hold both color and flavor well into the Fall, and are equally good for shipping or canning.

Pot-grown Plants, \$2.00 per dozen, \$12.00 per 100.

Green Mountain

U. S. Plant Patent No. 112

This wonderful new Everbearing Strawberry is apparently the healthiest and the hardiest of all varieties. Coming from Vermont there is no danger of it suffering from Winter injury; moreover, the vigorous plants appear to be almost immune to disease. Gives best results when planted in fairly heavy soil. When grown under favorable conditions its high quality berries are produced in even greater abundance in June than most of the Summer fruiting sorts; it also produces a heavy Fall crop, which continues up until severe cold weather prevails.

Pot-grown Plants

\$2.50 per dozen, \$15.00 per 100

MASTODON—"The Wonderberry." Our old favorite, which is one of the largest, most delicious and heaviest yielding of all Everbearing sorts. It outyields some of the finest June

bearing sorts during their season, and continues to produce, throughout the Summer and Fall, berries of amazing size and surpassing quality.

*Pot-grown Plants,
\$1.50 per dozen,
\$10.00 per 100.*

PROGRESSIVE. Popular, with two large crops, one in June, and a second which lasts throughout the Fall. Good quality berries, though smaller than some varieties.

*Pot - grown Plants,
\$1.25 per dozen,
\$7.50 per 100.*



Green Mountain

